

Association for Information Systems
AIS Electronic Library (AISeL)

AMCIS 2009 Proceedings

Americas Conference on Information Systems
(AMCIS)

2009

Detecting Deception in Web-Based Contracts: Priming Users about the Possible Threats of Adverse Clauses

Jesus Carmona
Texas A&M University

Ned Kock
Texas A&M University

Follow this and additional works at: <http://aisel.aisnet.org/amcis2009>

Recommended Citation

Carmona, Jesus and Kock, Ned, "Detecting Deception in Web-Based Contracts: Priming Users about the Possible Threats of Adverse Clauses" (2009). *AMCIS 2009 Proceedings*. 64.
<http://aisel.aisnet.org/amcis2009/64>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2009 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Detecting Deception in Web-Based Contracts: Priming Users about the Possible Threats of Adverse Clauses

Jesus Carmona, Ned Kock

International Business & Technology Studies, Texas A&M International University, Laredo, TX, USA.

Abstract:

The ample body of research in deception detection indicates that the average person cannot detect deception better than chance. By the same token, web contract issuers are introducing clauses that are compromising the privacy of web users and are, in some instances, legally binding. The purpose of this paper is bifold: first, to apply the body of research that exists in deception detection to web-based contracts, and second, to gain knowledge of how people can learn to identify deception on such contracts. In this experiment, users are primed of the possibility of deception by the means of a warning screen that is displayed right before the clauses of a contract are presented. The results show that priming users positively influence perceived cognitive effort and perceived ambiguity, this in turn have an effect on subjects to spend more time reviewing clauses which ultimately trigger a better detection rate of deceptive clauses.